

Media Partners Asia Unveils Key Trends Shaping the Future of the Asia-Pacific Video Industry

(Singapore, January 8, 2025) – Media Partners Asia (MPA) today released its comprehensive 2025 report on the Asia-Pacific video and broadband market, revealing major growth drivers and significant shifts in the industry landscape. The report, entitled **Asia Pacific Video & Broadband 2025**, highlights the following key takeaways:

- APAC Video Market Transition:** The APAC video industry will see substantial growth, with MPA projecting US\$16.2 billion in incremental revenue between 2024 and 2029 across 14 markets. This growth is driven by online video (US\$24.1 billion increase), while traditional TV revenue is expected to contract by US\$8 billion. APAC video industry revenues are forecast to grow from US\$145 billion in 2024 to over US\$165 billion by 2029 (2.2% CAGR). Streaming will overtake TV by 2027, driven by China and India, with Streaming's share from APAC video industry revenues rising from 44% in 2024 to 54% by 2029.
- Key Markets:** Six key markets—India (26%), China (23%), Japan (15%), Australia (11%), Korea (9%), and Indonesia (5%)—will account for approximately 90% of incremental video industry revenue growth.
- UGC/Social Video Leads Growth:** The fastest-growing segments in terms of incremental new dollars over the next five years will be UGC/Social Video (US\$10.7 billion), SVOD (US\$8.4 billion), and Premium AVOD (US\$5.0 billion). UGC/Social Video platforms, led by YouTube ex-China, Meta, ByteDance, and others in China, will remain dominant, increasingly leveraging AI to drive future growth.
- Advertising's Strength:** While subscription revenue will contribute 35% to online video's growth, advertising will remain dominant, contributing 65%. In 2024, advertising accounted for 52% of total APAC video revenue; this is projected to increase to 54% by 2029, fuelled by the expansion of premium AVOD.
- Premium AVOD Growth:** In APAC (excluding China), advertising contributed 59% to video industry monetization in 2024, projected to rise to 61% by 2029. This is driven by TV advertising and the expansion of BVOD and ad-supported SVOD tiers in key markets such as Australia, India, Indonesia, Japan, Korea and Thailand.

6. **India's Premium Video Surge:** India will spearhead growth in the premium video sector (TV, SVOD, Premium AVOD), contributing close to half of the sector's US\$5.5 billion in incremental growth across APAC. While traditional TV will decline, the sector remains material in India, and online video will experience robust 16% CAGR growth in India.
7. **Connectivity Fuels Growth:** Active connected TV (CTV) penetration is rapidly increasing, boosting big-screen engagement and monetization. By 2029, active CTV penetration will reach 85-90% in Australia, Korea, and Japan and 25-50% in India, Indonesia, and Thailand. Fixed broadband growth (excluding China) is projected at a 4.2% CAGR (2024-2029), driven by fibre deployments in key markets.
8. **SVOD Subscriber Surge:** SVOD subscriptions significantly accelerated in 2024, with net new subscriptions more than six times higher than in 2023. Driven by India, China, Japan, Thailand, Indonesia, Korea and Australia, and fuelled by local and global players, SVOD subscriptions are projected to grow from 644 million in 2024 to 870 million by 2029 (APAC ex-China: 296 million to 505 million, an 11.3% CAGR). This growth is supported by new low-cost ad tiers, expanding sports offerings, and new content marketplaces.
9. **Shifting Power Dynamics:** Six global players (YouTube, Netflix, Meta, Disney, Amazon Prime Video, and TikTok) held a 67% share of the online video revenue market (ex-China) in 2024. This share is projected to decline to 62% by 2029 as local players gain prominence in India, Indonesia, Japan, Korea, and Thailand.
10. **Monetization Leadership:** YouTube consistently ranked among the top two video industry monetizers (streaming and TV) across four of the six largest markets in 2024. However, local players led in India, Indonesia, and Korea. In premium VOD, Netflix led in all markets except India (JioStar), although local competition is strong in Indonesia, Japan, Korea, and Thailand.
11. **Top 10 VOD Platforms:** Three of the top ten largest VOD platforms by streaming revenue in Asia Pacific during 2024 originated from China: ByteDance (#2, with Douyin in China and TikTok internationally), Tencent (#3), and iQIYI (#6). India's JioStar ranked #10, with Netflix at #4 and YouTube #1.
12. **Key Trends & Prospects.** MPA Executive Director Vivek Couto highlighted key trends: "The online video market is experiencing a surge, driven by increased engagement and monetization. However, the decline in traditional TV revenue and challenges in achieving profitability in local streaming are accelerating industry consolidation and M&A activity, particularly in India, Japan, Korea, Australia, and Southeast Asia. While streaming profitability is emerging in certain markets, the overarching focus remains on optimizing monetization strategies and streamlining operational efficiency."



About The Report

This comprehensive report, published in December 2024, offers a definitive guide to users, subscribers, consumer and advertising expenditure across Free TV, Pay-TV, SVOD, Premium AVOD and UGC / Social Video in 14 markets as well as analysis of Mobile & Fixed Broadband sectors. The report includes 14 detailed market profiles, MPA insights, analysis of KPIs across key players in Free TV, Pay-TV, Online Video and Broadband categories, market models and a pricing & packaging database in all individual markets.

Clients can also gain additional access to MPA's quarterly updated database for subscribers, users, and revenues for 50 platforms in 13 markets for the 2019-29 period.

Market Coverage: Australia, China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, New Zealand, Philippines, Singapore, Taiwan, Thailand & Vietnam.

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About MPA

Media Partners Asia (MPA), established in 2001, is a leading independent provider of advisory, consulting and research services, focusing on media and telecoms in Asia Pacific. MPA reports and products drive business planning for our key clients in Advertising, Broadcasting, Content Production, Online Video and Telecoms sectors. MPA also operates ampd, launched in 2019. ampd measures digital activity in 10 markets using proprietary software, focused on video, content, advertising and connectivity with detailed insights. MPA has been involved in capital raising and due diligence for M&A activity in APAC with numerous transactions while also operating as an IC (Independent Consultant) in the IPOs of media and telecoms companies. MPA hosts and operates APOS, the leading annual summit for Asia's entertainment industry with global impact.

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